

The key to enhancing localism in every community stands in the power of license renewals. As Mr. Morgan stated in the San Antonio hearing, Americans would be up hauled if our health and education systems were only evaluated every eight years. Perhaps every two years would be sufficient, along with a more strenuous review. No more postcard renewals. It was very clear in the San Antonio hearing that it the TV and radio stations are doing a good job of helping the community, but the audience still felt that stricter regulations were needed. I must concur.

Being from San Antonio myself, and now living in Dallas, I can really see the difference in community activism related to the news and media stations. San Antonio stations did a very good job of involving the community and it was not uncommon to see news crews at all sorts of events, big and small. I myself was even on the news a couple of times. The Hispanic stations were especially good at community relations. The community really related to them, and Hispanic broadcasters became household names, such as Monica Navarro.

The point of this however is that not all cities are the same, but there should be a minimum standard of community involvement. The NOI states the question, "Is it appropriate to distinguish between radio and television stations in terms of policies or rules designed to promote localism?" My answer is No. The types of broadcasting may differ but the amount of interaction with the community should differ. Putting the community first should be everyone's first objective.

Perhaps a minimum amount of hours per week broadcasting either local news, events or music. Radio stations could still be allowed to include "voice-tracking" in their agendas to keep their ratings as long as they minimize it to only a few hours. It is true that a program that is not generated locally can still benefit the local community but that is not an excuse to allow an entire station to broadcast from another location.

In San Antonio there is a local TV channel mentioned in the hearing and I remember it being a great asset to the community. You could tune in and watch local talent shows at nearby malls, school events, graduations, etc. That would be something great to have in every city.

There should also be a way of tracking all of this media involvement. In this case I propose creating divisions and assigning local committees to review and report back to the Localism Task Force. These committees could keep track of their area stations and report any negative behavior back to the FCC, as well as turn in reports on them for their two year reviews. The Task Force could oversee these committees, and perhaps even create PSA's to educate the public about the requirements brought upon the media. It is my belief that if more of the public knew that the media was required by law to lend a hand to the community, it would facilitate both parties. This would also help the issue of minorities having a voice in the community. The media wouldn't have to search for community events, because they would be brought to their attention by the public. The PSA's might include a website where the public can go to locate media stations in their area and how to get in touch with them about special events and charities. Similar to MySanAntonio.com, members of the community could log on and at a simple click of a button find out all sorts of information about their city and

neighbors and perhaps even send their own comments about the media.